FREESTATE RACEWAY AT LAUREL

Freestate Racing Association, P.O. Box E, Laurel, Maryland 20707 • 301/725-2600 (WASHINGTON) 301/792-2057 (BALTIMORE)

October 17, 1984

Vincent J. Weiner
Director, Special Media
Phillip Morris, USA
120 Park Avenue
New York, New York, 10017

Dear Vincent:

I've enclosed a copy of our 1984 program. The net price of $4500.00 for "The Marlboro Country" ad was mutually agreed to in March.

We had an outstanding year! Our total attendance of 563,970 gave us a daily average of 5174 - up 32 per day over 1983. We set two new Maryland harness betting records - the first to bet over a million in one night and a daily average of $563,970, up $32,000 a day over our record setting pace in 1983. We just might be the only track in America to show an annual increase since we opened as Freestate Raceway in 1980. Last year's handle of $531,089 seemed untoppable at the time, especially when we considered that extended racing days usually meant a decrease in daily average.

Thanks again for your advertising support. Have a good winter!

Sincerely,
FREESTATE RACING ASSOCIATION, INC.

Jim Wilhelm
Executive Assistant

Enclosure

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Source: https://www.industrydocuments.ucsf.edu/docs/ptmn0004